

From: MREARDON--VCH0021A  
To: SCARLSON--VCH0021A

Date and time 24.06.94 10:17:59

\*\*\* Reply to note of 23.06.94 14:26

From: Michael Reardon  
To : Stig  
Subject: Russian Voluntary Advertising Code Meeting

Please find below my comments to the draft proposal:

- a) In the second introductory clause, would it be possible to substitute "adults" for "mature persons"?
- b) In Article 2, point 2(b), I would suggest to delete "disturb or otherwise".
- c) In Article 5, point 3, I would propose to delete the last clause, "nor shall it picture a person smoking in an exaggerated manner" and replace it by the following, "nor exaggerate the attractions of smoking."
- d) I would propose to delete Article 5, clause 5 in its entirety.
- e) In Article 6, clause 1, you may wish to replace the phrase "sold to children" in the second line with the phrase "designed for children".

I have been unsuccessful in my attempts to reach you by phone concerning the above comments to the fax that I received this morning.

Kind regards,

Michael

cc: BGROW --VCH0021A Brian Grow

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